

# CAROLINA COMMUNICATOR

A PUBLICATION OF THE SCHOOL OF MEDIA AND JOURNALISM  
AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

[mj.unc.edu/carolinacommunicator](http://mj.unc.edu/carolinacommunicator)

the former **UNC SCHOOL  
OF JOURNALISM AND MASS  
COMMUNICATION** is now the



**UNC**  
SCHOOL OF MEDIA  
AND JOURNALISM

Carroll Hall was awash in Carolina Blue as the school celebrated its new name on Aug. 28, 2015. The name follows the school's evolution into a modern, innovative media school. The celebration included a panel discussion with four illustrious alumni moderated by Dean Susan King. The night ended with the lighting of the school and a reception on the Carroll Hall lawn, complete with music from a local DJ.

**START  
HERE / NEVER  
STOP**



WINTER 2016



## FROM DEAN SUSAN KING



@susking

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## TO OUR ALUMNI, DONORS AND FRIENDS:

*We started in August and never stopped!*

It's been quite a semester. With the building bathed in blue lights, we launched our new name on a warm August night with alumni, faculty and students. Four of our graduates challenged students to think strategically about their careers and be ready to "pivot" to new opportunities while bringing the skills, values and ethics they learned here.

It's hard for me to believe it has been four years since I arrived in Chapel Hill. The job was to reimagine a great journalism school. I was encouraged to discover faculty and staff with a desire to embrace change and improve the school's powerful reputation for excellence and leadership. We developed a five-year strategic plan that has brought us to this place of dynamic growth.

In September, the Knight Foundation supported our two Knight Chairs' research priorities and our innovative professors in the Reese News Lab with a \$3 million investment that the Provost's Office has matched with \$1 million. The Center for Innovation and Sustainability in Local Media will jumpstart work with the industry on digital economics and innovative news products that engage audiences.

In November, we celebrated UNC alumnus John H. Stembler's \$3.25 million estate gift with the inaugural Stembler Lecture. The gift is a game-changer for our broadcasting side of the house.

These are just two of our recent wins.

We also added an academic dean to our senior leadership. Dr. Anne Johnston is focused on deepening collaboration, mentoring and fostering the culture of inquiry that can build an even stronger faculty in this time of change. With

new professors joining the school, the role of the academic dean is to also reinforce the culture of respect between our scholars and practitioners that has been the hallmark of our school.

With the Accrediting Council on Education in Journalism and Mass Communications' enthusiastic review of our undergraduate and master's programs in the spring — and the doctoral program review just completed last semester — we have affirmation from peers that our strategy and reimagining has the school recharged and poised for tomorrow. There is still much to do on the curriculum and student experience fronts, and we aspire to grow our endowment and opportunities after some lean years economically.

We head into a new year with optimism and a shared sense of renewal. We look forward to the opportunities that lie ahead as we continue our momentum. Never stop growing!

Sincerely,

**SUSAN KING**  
DEAN

*John T. Kerr Distinguished Professor*



Brooke Baldwin, CNN



Jason Kilar, Vessel

## SOCIAL MEDIA CALL-TO-ACTION

THE UNC SCHOOL OF MEDIA AND JOURNALISM NEEDS YOUR HELP  
TO ROLL OUT OUR **START HERE / NEVER STOP** TAGLINE.

Send us a brief testimonial that illustrates what the school has meant to you and your career. As a part of your testimonial, please include your name, employer/title and the Start Here / Never Stop tagline. Submit entries to Communications and Engagement Coordinator Will Rimer at [rimerwp@unc.edu](mailto:rimerwp@unc.edu). See examples on our YouTube channel under the "Start Here / Never Stop Testimonials" playlist.

**START  
HERE / NEVER  
STOP**

[youtube.com/UNCMJschool1](https://youtube.com/UNCMJschool1)



# NEW NAME FOR A NEW ERA

The UNC School of Media and Journalism embraces the dynamic future of journalism, media and communication with an entrepreneurial spirit and a deep sense of commitment. The school recognizes its responsibility to produce graduates who provide clear, accurate and useful information that serves the public interest and remain firmly rooted in First Amendment and journalistic values.

The school's faculty and staff encompass a forward-thinking community of professionals, scholars and public servants who are innovating, creating and leading change in the industry and academy.

We hold firm to long-held journalistic traditions and ethics while looking forward into the new frontiers of media and technology.

Changes in communication technologies, economic models, faculty expertise and student enrollment over the past two decades led the school to change its name in order to better reflect its modern teaching, learning, research and service enterprise.

Market research revealed that our previous name, the School of Journalism and Mass Communication, presented an obstacle for prospective students and parents to understanding the range of opportunities the school has to offer.

The research showed that many relate the term "journalism" to print newspapers, and perceive that industry to be in decline. Some peer institutions have dropped "journalism" from their names entirely in response to that perception.

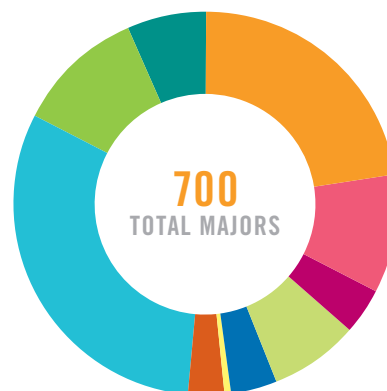
At the UNC School of Media and Journalism, we don't believe journalism is in decline. We believe it is evolving, taking new forms each day in response to growing demand. It is imperative that our school ushers in a new era of graduates — storytellers who can find and report what matters; write and edit copy; collect and edit audio, video and still images; create interactive digital experiences; research, conceive and implement campaigns; design engaging and informative graphics; analyze data; and leverage social media to reach and engage audiences.

The term "mass communication" suggested methods that do not include the modern, dynamic and social aspects of today's media revolution. Effective communication today is no longer one source dictating to an audience — it relies on conversation, listening and responding to the communities served.

## REBRANDING FROM THE INSIDE

Market research, industry trends and feedback from students, faculty, alumni and professionals made it clear that communicating the work of the school and the value of our degree required a re-education effort in addition to the name change.

Instead of turning to a high-priced branding firm, the school turned inward and tapped student perspectives and faculty expertise to define our brand architecture and develop a rebranding campaign.



## NUMBER OF FALL 2015 UNDERGRADUATE MAJORS

● Advertising	157	22.4%
● Broadcast & Electronic Journalism	71	10.1%
● Business Journalism	28	4.0%
● Editing & Graphic Design	52	7.4%
● Multimedia	27	3.9%
● MyPlan	2	0.3%
● Photojournalism	23	3.3%
● Public Relations	219	31.3%
● Reporting	75	10.7%
● Strategic Communication	46	6.6%

A faculty committee, led by Professor John Sweeney, explored the name change. With the help of faculty and staff, the process generated nearly 50 different options and ended with a faculty vote to adopt the School of Media and Journalism as the new name.

Knight Chair in Digital Advertising and Marketing JoAnn Sciarrino charged her class with a semester-long project, underpinned by extensive research, that yielded the school's central value to be that we "ignite the public conversation." Her students found the pillars supporting that central value to be storytelling, critical thinking and data and analytics.

Adjunct faculty member Gary Kaye's "New Media Technologies" class picked up Sciarrino's class findings and developed a rebranding campaign for the school, including the Start Here / Never Stop tagline. The tagline captures the idea that what students experience at the school prepares them to be adaptive to change and enjoy successful careers with multiple transitions — a fact of life for media and journalism professionals in today's world.



## THRIVING THROUGH CHANGE

Since the school launched official specializations in advertising and public relations in 1971 and 1982, respectively, the student enrollment percentages have trended upward for those programs. Now, more than 60 percent of our students are studying advertising, public relations or strategic communication.

As the enrollment balance has shifted, the school's commitment to the highest standards of journalism education has remained and kept us at the top in national reputation and recognition. UNC journalism students won the overall national championship in collegiate journalism in 2015 — our third since 2010.

Research and scholarship at the school has also been responsive to the shifting landscape of the journalism and media industries. Our scholars now work in areas that include digital flows of social influence; the impact of Internet architecture in health communication; how social media shapes our understanding of self and society; and the conditions under which media businesses succeed. We work on global issues — such as human trafficking; climate change and disease prevention; Internet privacy; psychological and behavioral research involving digital media — and translate the findings into applications to serve industry and society.

Faculty members have drawn millions of dollars in funding for projects focused on industry innovation. Since changing its name in July 2015, the school has announced two of the largest private gifts in its history.

A \$3 million gift from the **Knight Foundation**, matched with \$1 million from the Provost's office, establishes the Center for Innovation and Sustainability in Local Media — underlining and bolstering the school's commitment to the future of journalism and the information needs of communities.

A \$3.25 million gift from the estate of **UNC alumnus John Stembler** created a game-changer endowment for the school's award-winning broadcast program and funds experiences that prepare students — whether they are pursuing journalism, advertising, public relations or other specializations in the school — for the ever-evolving world of media.



**Motion Picture Association of America CEO and former U.S. Sen. Chris Dodd (left) joined Ant-Man director and UNC alumnus Peyton Reed for the inaugural Stembler Lecture examining the challenges imposed by digital media on the movie industry.**

The school's most generous benefactor, the **Triad Foundation**, continues its strong support of the school's graduate programs through the prestigious Park Fellowships. The Foundation is also helping the school to investigate the possible transformation of Carroll Hall into a more collaborative and innovative space, with a recent \$300,000 grant for a comprehensive architectural study of the building.

The UNC School of Media and Journalism is at the forefront of change. With bright and ambitious students, a renowned faculty, a committed staff and a loyal base of alumni and donors, we fully intend to stay there.

## RECENT AWARDS

**Sampling of recent honors for the school's students, faculty and alumni**



### **ALUMNUS ROY H. PARK JR.**

was honored in 2015 with the University's Davie Award, presented by fellow alumnus Don Curtis (left). The Davie Award is the highest honor given by the UNC Board of Trustees.



### **ALUMNA JACQUIE CHARLES**

is the Caribbean correspondent and senior Haiti reporter for the Miami Herald. She was honored in 2015 with the Distinguished Alumna Award for contributions to humanity.

- 2015 Hearst collegiate journalism national championship (3rd since 2010)
- 2015 National Student Advertising Competition finalists
- 2015 N.C. Inspire Awards in public relations (6th consecutive year)
- 2015 Webby Awards honoree (2nd consecutive year)
- 2015 Visionary Award, Association of American Publishers (Bill Goodwyn '82)
- 2015 University Diversity Award (Barb Lee '88, Trey Mangum '15)
- 2015 UNC Commencement Speaker (Jason Kilar '93)
- 2015 UNC Honorary Degree (Mary Junck '71 M.A.)
- 2015 Pulitzer Prize for International Reporting (Helene Cooper '10)
- 2015 National Association of Black Journalists Journalist of the Year (Nikole Hannah-Jones '03 M.A.)
- 2015 UNC Office of Diversity and Multicultural Affairs Faculty Award (Paul Cuadros, faculty)
- 2015 DeWitt Carter Reddick Award for Communication Excellence (Susan King, dean)
- 2015 Buffalo Broadcasting Hall of Fame (Susan King, dean)
- 2015 UNC Faculty Mentoring Award (Dan Riffe, faculty)
- 2015 Eleanor Blum Distinguished Service to Research Award (Dan Riffe, faculty)
- 2015 Zenith Award for public relations writing (Kayla Blevins '16)
- 2014 Nafziger-White-Salwen Award for nation's best dissertation (3rd consecutive year)
- 2014 UNC Harvey E. Beech Outstanding Alumni Award (Sam Fulwood '78)
- 2014 SABEW national student business journalism winner (8th win in 10 years)
- 2014 South By Southwest Interactive Innovation Award (3rd consecutive year)
- 2014 National Association of Black Journalists Student Journalist of the Year (Averi Harper '13)

# DEVELOPMENT AND ALUMNI AFFAIRS



## ALUMNI REGIONAL NETWORKING EVENTS

The UNC School of Media and Journalism kicked off its alumni regional networking event series with Start Here / Never Stop New York City. Alumna Lisa Church opened the doors of her Times Square firm, eMarketer, on Oct. 14, 2015, to more than 75 alumni and guests. Dean Susan King moderated the panel of five alumni, and attendees later had the opportunity to network with 15 alumni experts in media and journalism. Alumna Merrill Rose chaired the event with a host committee of 18 alumni.

The school will continue rebranding celebrations in 2016 across the country, beginning with an event hosted by Joyce Fitzpatrick and Ken Eudy at Capstrat in Raleigh on Feb. 3, 2016.

Atlanta, Charlotte, Washington, D.C., and West Coast events are in the planning stages. If you are interested in leading or joining a host committee for a regional event, please contact Robin Jackson at [rhjackson@unc.edu](mailto:rhjackson@unc.edu).

## ANNUAL FUND

Perhaps you've already responded to Dean King's letter this fall, or maybe you participated in Giving Tuesday's national call to action on Dec. 1, 2015. If not, we cordially invite you to join the hundreds of alumni, friends, students, faculty and staff who have chosen to make annual, unrestricted gifts to the School of Media and Journalism to support ground-breaking technological innovation, real-world learning experiences for students, top-tier visiting lecturers and more.

Your support — at any level — will help the school succeed in 2016. As always, thank you for your commitment to the school.

Make a gift online at [mj.unc.edu/gift](http://mj.unc.edu/gift).

Checks may be mailed to:

UNC  
P.O. Box 309  
Chapel Hill, NC 27514

Please contact Jill Ullman at (919) 843-8286 or [jullman@unc.edu](mailto:jullman@unc.edu) with any questions — including how to make a gift of stock, cash, wire transfer or credit by mail.

## JAJA – JOURNALISM ALUMNI AND FRIENDS ASSOCIATION

JAJA empowers alumni to support the school. Led by a group of committed alumni, JAJA harnesses the power of a uniquely talented alumni base to support student development, deepen school relationships and foster giving. Justin Lyons and John Frank were recently elected co-leaders of the JAJA board.

To learn more about JAJA and how you can become involved, please contact Robin Jackson at [rhjackson@unc.edu](mailto:rhjackson@unc.edu) or visit [mj.unc.edu/JAJA](http://mj.unc.edu/JAJA).



**Justin N. Lyons**  
Co-President  
Senior Campaigner  
at Change.org



**John B. Frank**  
Co-President  
Political Reporter  
at The Denver Post

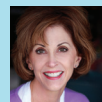
## DONOR SPOTLIGHTS



### *David and Bettie Sousa*

Proud UNC parents David and Bettie Sousa committed \$100,000 to the Dean's Opportunity Fund.

Their generous, multi-year pledge allows Dean King the financial flexibility to provide funding for learning opportunities as they become available, such as student travel to cover breaking news; participation in conferences and symposia; and facilitating internships with professionals. David has taken his commitment a step further by agreeing to serve on the school's Foundation Board.



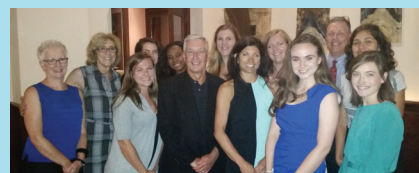
### *Ann Cowan*

UNC alumna Ann Rankin Cowan made a powerful pledge to honor the memory of her late father,

Edward Lee Rankin Jr. — a leader in the fields of public relations and journalism and a dedicated public servant. Her multi-year gift of \$100,000 will fund two initiatives — the Edward Lee Rankin Jr. Intern in Public Relations, a 10-week summer internship for one public relations student every year; and the Edward Lee Rankin Jr. Visiting Professorship, an annual, semester-long appointment for a visiting public relations professional or scholar.

### *Sharoky Fellowship Program in Washington, D.C.*

Through a generous donation of \$36,000 from the Sharoky Family Foundation, 10 students were each awarded a \$3,500 summer fellowship to assist with living expenses while participating in an internship opportunity in Washington, D.C. The remaining funds from the Sharoky family's gift were used to underwrite enrichment and networking events held during the summer for the Sharoky Fellows and other students interning in the area.



@UNCMJAlumni



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From left, clockwise: New Pulitzer Prize display in Carroll Hall honoring alumnus Horace Carter and his fight against the Klan • N.C. Journalism Hall of Fame posthumous induction of Stuart Scott with Mia Hamm, Susan Scott, Chancellor Carol Folt and Dean Susan King • Former U.S. Sen. Chris Dodd and Ant-Man director Peyton Reed with Dean King • Master's Park Fellow Sara Greer and new faculty member Joe Cabosky during Stembler Lecture • Alumni Gabe Dance, Julie Dixon, Greg Johnson and Wendy Bounds at the Aug. 28, 2015, Start Here / Never Stop celebration.